

To: Mañey, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A.,
Feltman, John P., Gambardella, Mark R., Brown, Greg, Figueroa, David A., Klein, John F.,
Alese, Louann F.
From: Orourke, Rory
Posted: 10/2/97 18:58
Opened: 10/3/97 8:41
Subject: Salem POS

Attached is the POS / PDI allocation by sales division.

Please contact Phyllis to place your orders. The first order date is Monday October 6th,
With any luck, it will be available for shipment on Monday.

Rory

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Floyd, Phyllis

51851 9367

SALEM NEW YORK CITY MARKET

SALEM POS/PDI/Display Menu

Available to order 10/6/97

Item #	Qty	Description	SKU Pack	Per SR/TR	3	8	11	10	3	12
					1222	1223	1224	1225	1226	1229
531863		APD Large Card (tear pad)	1	20	60	160	220	200	60	240
531845		APD Small Card	1	20	60	160	220	200	60	240
531842		APD Tray Strip	1	40	120	320	440	400	120	480
522965		Small display channel strip	1	300	900	2400	3300	3000	900	3600
522974		Large Paster (Launching Orb)	1	140	420	1120	1540	1400	420	1680
536222		Large Paster (Global Cooling)	1	140	420	1120	1540	1400	420	1680
536225		Large Paster (Smoked Not Stirred)	1	140	420	1120	1540	1400	420	1680
522971		Small Horizontal Paster	1	300	900	2400	3300	3000	900	3600
522983		24" Pkg Mdsr Card	1	150	450	1200	1650	1500	450	1800
514595		19" Canopy Card (tear pad)	1	60	180	480	660	600	180	720
522992		19" Canopy Card (fuzzy orb)	1	60	180	480	660	600	180	720
514580		Large Starburst	1	500	1500	4000	5500	5000	1500	6000
523001		Small Starburst	1	500	1500	4000	5500	5000	1500	6000
530225		16" Pkg Mdsr Card	1	Variable	60	20	150	175	60	475
530540		Push Pack (SALEM)	1	120	360	960	1320	1200	360	1440
527993		Ceiling Dangler	1	25	75	200	275	250	75	300
528005		Counter change mat (Lenticular) *	25	100	300	800	1100	1000	300	1200
535220		Temp Display	1	80	240	640	880	800	240	960
528932		20-Pack DPC Display/Riser Card	1	Order as needed to direct accounts						
530222		Tear Pads (for 19" CD & APD CD)	1	150	450	1200	1650	1500	450	1800
514604		Dual Sided (B1G1F/30¢) Starburst	1	70	210	560	770	700	210	840
		2' X4' Foamed Banner *	10	80	240	640	880	800	240	960
		Door/Window Decal *	25	500	1500	4000	5500	5000	1500	6000
		Orb Decal *	100	350	1050	2800	3850	3500	1050	4200

* Will be drop shipped on 10/20/97

51851 9368